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EXAMINER	
BANTAMOI, ANTHONY	
ART UNIT	**PAPER NUMBER**
2423	

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary	**Application No.** 10/679,206	**Applicant(s)** SUSSMAN, LESTER	
	Examiner ANTHONY BANTAMOI	**Art Unit** 2423	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *21 March 2011*.
2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-5,7,8,11-18 and 20-24* is/are pending in the application.
  4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5)☐ Claim(s) _____ is/are allowed.
6)☒ Claim(s) *1-5,7,8,11-18 and 20-24* is/are rejected.
7)☐ Claim(s) _____ is/are objected to.
8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.
10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
  Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
  Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  a)☐ All b)☐ Some * c)☐ None of:
    1.☐ Certified copies of the priority documents have been received.
    2.☐ Certified copies of the priority documents have been received in Application No. _____.
    3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
  * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
  Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413)
  Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Arguments

Applicant's arguments filed 03/21/2011 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 1-2, 7, 11, 22, are rejected under 35 U.S.C. 103(a) as being unpatentable over US Patent Publication 2003/0114199 to Takeyasu. (Takeyasu), in view of US Patent Publication 2003/0050045 to Kennedy (Kennedy).

Regarding claims 1, Takeyasu teaches an active television apparatus (figure 4, entire) to extract on-demand television advertisement contact information (Para. 0033, ll. 6-11 (user request leads to retrieval of contact information selected from the displayed list on television)) by a television viewer comprising:

(a) a television receiver (4) in said active television apparatus for receiving a television advertisement picture signal having a television advertisement data signal embedded therein (Para. 0033, ll. 6-15), wherein said television advertisement data signal representing a page of teletext data of said in said television advertisement picture signal (Para. 0033, ll. 6-11; figure 1, medium 1 (medium 1 is a television device- see Para. 0013, ll. 7), wherein said television advertisement picture signal displayed on said active television apparatus (figure 1, label 11 (NOKIA); Para. 0037, ll. 1-9; Para. 0033, ll. 1-23; Para. 0013, ll. 7),

(b) a data acquisition circuit (5) for acquiring said page of teletext data of said in said television advertisement picture signal (Para. 0033, ll. 14-23), wherein said page of teletext data in said television advertisement picture signal comprising a teletext advertisement contact data block and other teletext data (other teletext data for example extraction timing data is inherent see decoder Para. 0033, ll. 22), said teletext advertisement contact data block comprising a plurality of data, said plurality of data including contact information to contact a representative of said television advertisement picture signal by said television viewer (figure 1, label 1; Para. 0013, ll. 7 (see advertisement picture and contact data (11, 16, 12-15, figure 1 label 1)).

(c) a first memory (102) in said active television apparatus for storing a plurality of page said teletext advertisement contact data block (Para. 0027, ll. 1-13),

(d) a second memory in said active television apparatus for storing a plurality of said other teletext data (101 includes CPU, memory (memory in 101 meets "second memory") (CPU needs memory to store control data (for example teletext extraction timing data) for execution (Para. 0027, ll. 1-7)),

(e) a first display in said active television apparatus for generating images representative of selected portions by said television viewer of said page of teletext advertisement contact data block (figure 1, labels 1, 11, 16, 12-15; Para. 0013, ll. 17-31),

(f) a first block selection means (figure 3, first delivery request button meets "first block selection means"; Para. 0031, ll. 17-23 (equivalent to Applicants 43 key see Para. 0064 of Applicant's specification)) for selecting by said television viewer said teletext advertisement contact data block for display by said television viewer on said first display in said active television apparatus (Para. 0031, ll. 17-31 (list to be navigated to make a selection)),

(g) a first wireless transceiver circuit (figure 2, label 103) in said active television apparatus for (1) transmitting said teletext advertisement contact data block to a remote control device upon receiving a request signal from said remote control device for said first page block selection of said television advertisement picture signal (Para. 0031, ll. 22-31), and for (2) receiving a set of television teletext advertisement contact data block navigation instructions into said active television apparatus (Para. 0031, ll. 22-31), said teletext advertisement contact data block navigation instructions to navigate by said television viewer, a plurality of said teletext advertisement contact data block stored in said first memory (102) in said active television apparatus (Para. 0031, ll. 17-31; figure 1, label 1, 11, 16, 12-15; Para. 0034, ll. 1-7; Para. 001, ll. 1-9 (the list of teletext contact data and company information meets "plurality of teletext advertisement contact data block")),

(h) a second block selection means (Para. 0016, ll. 1-7 (retrieval function to dial advertiser for example by telephone device without manually inputting the phone number in other words retrieving from the telephone storage memory see Para. 0031, ll. 5 meets "a second block selection means" consistent with Applicants 42 key see

Applicant's specification Para. 0063)) for selecting said television viewer said teletext advertisement contact data block for display by said television viewer on a second display on said remote control device (Para. 0034, ll. 1-9; Para. 0031, ll. 17-31),

(i) a third block selection means (Para. 0016, ll. 1-7 (selecting only the required information from the information stored in the television memory 102 is consistent with Applicants 44 key see Applicant's specification Para. 0065 (get required information function meets "a third block selection means")) for selecting by said television viewer said teletext advertisement contact data block for transmission to said remote control device, from said first memory (Para. 0016, ll. 1-7; Para. 0031, ll. 17-31; Para. 0011, ll. 1-9; Para. 0034, ll. 1-7), and

(j) a microcontroller (101) in said active television apparatus coupled to said first memory (102), said second memory (memory in 101; Para. 0027, ll. 6), said first display (figure 4, label 4; figure 1, label 1; Para. 0013, ll. 7), said first page block selection means (first request; Para. 0031, ll. 17-31), said second page block selection means (second request; Para. 0031, ll. 17-31), said third page block selection means (inherent see Para. 0031, ll. 17-31; Para. 001, ll. 1-9; Para. 0034, ll. 1-7), and said first wireless transmitter circuit (103), and wherein said microcontroller (101) in said active television apparatus being (1) configured to cause delivery of a set of television control signals to said first wireless transmitter circuit upon receiving a set of signals from said remote control device via said first wireless transmitter circuit and (2) to select said teletext advertisement contact data block, stored in said first memory (102) (Para. 0031, ll. 22-31; (first request displays a list of data in memory of television)) in said active television apparatus (2), to be displayed by said television viewer on said first display (figure 4, label 4; Para. 0034, ll. 1-7) in said active television apparatus in response to a request signal received from said remote control device (Para. 0031, ll. 22-31 (see first request)).

Takeyasu teaches that the information for an advertiser, the delivery source of a commercial inserted during a television program (Para. 0033, ll. 6-9) which meets "wherein said teletext advertisement contact data block embedded in said television advertisement picture signal occurring at an advertisement teletext block insertion time" (Para. 0033, ll. 1-22 (insertion or encoding is inherent see decoder Para.0033, entire)).

Further, Takeyasu teaches a method wherein said teletext advertisement contact data block available for acquisition by said data acquisition circuit (Para. 0034, ll.1-7; figure 4, entire), but Takeyasu is silent on acquiring the contact information during display of said television advertisement picture signal on said active television apparatus; an insertion time occurring in non real-time to said television picture signal transmission to said active television apparatus.

Kennedy teaches an insertion time occurring in non real-time to said television picture signal transmission to said active television apparatus (figure 4, label 100 (the ad an contact information are generated and sent to broadcaster prior to broadcasting which meets non real-time insertion see Applicant's specification Para. 0088)); acquiring contact information during display of said television advertisement picture signal on said active television apparatus (Para. 0022-0031; figure 4, entire; Abstract).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Takeyasu to include an insertion time occurring in non real-time to said television picture signal transmission to said active television apparatus; acquiring the contact information during display of said television advertisement picture signal on said active television apparatus as taught by Kennedy in order to provide a reliably retrieve advertisement contact information and contact the advertiser for addition services.

Regarding claim 2, Takeyasu, in view of Kennedy teaches everything in claim 1, in addition Takeyasu teaches the active television apparatus, wherein said first page block selection means (first request; Para. 0031, ll. 17-31), said second page block selection means (second request; Para. 0031, ll. 17-31) and said third page block selection means (inherent see Para. 0034, ll. 1-7; Para. 0011, ll. 1-9; Para. 0031, ll. 17-31) comprise a remote control device having a plurality of command keys (figure 3, labels 201, 205, 206 (figure 3 meet s remote control because it controls the extraction of information from television device of figure 2, from a remote location see figure 2, labels 103)).

Regarding claim 7, Takeyasu, in view of Kennedy teach claim 1, in addition Takeyasu teaches the teletext is selected from the group comprising an analog teletext system and a digital teletext system (Para. 0033, ll. 1-23).

Regarding claim 11, Takeyasu, in view of Kennedy teach claim 1, in addition Takeyasu teaches the wireless transceiver being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit (figure 2, label 103).

Regarding claim 22, Takeyasu, in view of Kennedy, teaches the method of claim 1. In addition Takeyasu teaches the television apparatus, wherein said teletext advertisement contact data block comprises a first tag marking a start of said teletext advertisement contact data block, and a second tag marking an end of said teletext advertisement contact data block, wherein said first tag and said second tag uniquely distinguishing said teletext advertisement contact data block from said other teletext data (tags are inherent to differentiate one contact information from another-see list Para. 0031, ll. 22-31; Para. 0016, ll. 1-7).

Claims 3-5, 8, 12-17, 23-24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Takeyasu, in view of Kennedy, in view of Allport (US Patent 6,882,299).

Regarding claims 3, Takeyasu teaches a device (figure 3) to extract on-demand television advertisement contact information of a television advertisement picture signal displayed on an active television apparatus by a television viewer (Para. 0033, ll. 6-11 (user request leads to retrieval of contact information selected from the displayed list on television)) comprising:

(a) said television advertisement picture signal comprising a page of television teletext data embedded therein (figure 1, medium 1; Para. 0013, ll. 7), wherein said page of television teletext data comprising a teletext advertisement contact data block and other teletext data (other teletext data for example extraction timing data is inherent see decoder Para. 0033, ll. 22), said teletext advertisement contact data block comprising a plurality of data, said plurality of data including contact information to contact on-demand (Para. 0031, ll. 22-31) by said television viewer a representative of said television advertisement picture signal (figure 1, label 1; Para. 0013, ll. 7 (see advertisement picture and contact data (11, 16, 12-15, figure 1 label 1)),

(b) a first memory (102) in said active television apparatus for storing a plurality of said teletext advertisement contact data block (Para. 0027, ll. 1-13), wherein said teletext advertisement contact data block embedded in said television advertisement picture signal occurring at an advertisement teletext block insertion time (Para. 0033, ll. 6-9 (the information for an advertiser, the delivery source of a commercial inserted during a television program)), wherein said television advertisement picture signal received and displayed on said active television apparatus (Para. 0034, ll. 1-7), wherein said teletext advertisement contact data block available for acquisition by a data acquisition circuit in said active television apparatus (Para. 0034, ll.1-7; figure 4, entire),

(c) a second memory (memory in 101 meets second memory Para. 0027, ll. 5-6) in said active television apparatus for storing said other teletext data (data for processing teletext information for example teletext timing data is inherent see CPU Para. 0027),

(d) a third memory (Para. 0031, ll. 5-7) in said device (figure 3) for storing a plurality of said teletext advertisement contact data block (Para. 0031, ll. 5-7; figure 1, medium 1; Para. 0013, ll. 7), each of said teletext advertisement contact data block selected and stored on-demand by said television viewer in said third memory (Para. 0033, ll. 22-31; Para. 0016, ll. 1-7), wherein said selected and stored teletext advertisement contact data block associated with said television advertisement picture signal displayed on said active television apparatus (Para. 0034, ll. 1-7), wherein said active television apparatus (figure 4, label 4) is a first electronic device and wherein said device (figure 4, label 3) is a second electronic device,

(e) a display (204) in said device for generating images representative of selected portions by said television viewer of said television advertisement picture signal and said teletext advertisement contact data block (Para. 0031, ll. 22-31),

(f) a user input device in said device, a set (3) a set of television advertisement teletext advertisement contact data block navigation instructions by said television viewer (Para. 0031, ll. 22-31), and (5) a set of communications instructions into said remote control device (Para. 0016, ll. 1-7; Para. 0031, ll. 17-31; Para. 0011, ll. 1-9; Para. 0034, ll. 1-7),

(g) a wireless transceiver circuit (inherent see figure 2, label 103) in said device (figure 4, label 3) for transmitting (1) a set of control signals and (2) a set of data signals to said active television apparatus (Para. 0031, ll. 22-31) and a third electronic device (laptop figure 1), and (3) for receiving an on-demand selection by said television viewer of said teletext advertisement contact data block from said active television apparatus (Para. 0031, ll. 22-31), and

(h) a microprocessor (inherent cellular phone) in said device (figure 4, label 3) coupled to said second third memory (Para. 0031, ll. 5-7), said display (204), said user input device and said wireless transmitter circuit (inherent see figure 2, label 103) in said device (figure 4, label 3), wherein said microprocessor in said remote control device being Configured to cause delivery (1) said set of control data signals and (2) said set of data signals to said wireless transmitter circuit and (3) to select by said television viewer said teletext advertisement contact data block to be displayed on said display in said device in response to said set of communications instructions received from said user input device (Para. 0031, ll. 22-31; Para. 0032, Para. 0034, ll. 1-7; Para. 0016, ll. 1-7), and wherein said television advertisement teletext data is selected from the group comprising an analog and a digital teletext system (Para. 0033, ll. 19-21).

Takeyasu is silent on acquiring the contact information during display of said television advertisement picture signal on said active television apparatus; an insertion time occurring in non real-time to said television picture signal transmission to said active television apparatus; remote control device for enabling (1) input of television channel selection, (2) input of television volume control, including (4) a selection input by said television viewer of said television advertisement picture signal displayed on said active television apparatus.

Kennedy teaches an insertion time occurring in non real-time to said television picture signal transmission to said active television apparatus (figure 4, label 100 (the ad an contact information are generated and sent to broadcaster prior to broadcasting which meets non real-time insertion see Applicant's specification Para. 0088)); acquiring contact information during display of said television advertisement picture signal on said active television apparatus (Para. 0022-0031; figure 4, entire; Abstract).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Takeyasu to include an insertion time occurring in non real-time to said television picture signal transmission to said active television apparatus; acquiring the contact information during display of said television advertisement picture signal on said active television apparatus as taught by Kennedy in order to provide a reliably retrieve advertisement contact information and contact the advertiser for addition services.

Takeyasu and Kennedy are silent on remote control device for enabling (1) input of television channel selection, (2) input of television volume control, including (4) a selection input by said television viewer of said television advertisement picture signal displayed on said active television apparatus.

Allport teaches remote control device for enabling (1) input of television channel selection, (2) input of television volume control (inherent in remote control device), including (4) a selection input by said television viewer of said television advertisement picture signal displayed on said active television apparatus (col. 12, ll. 49-67; col. 20, ll. 45-58).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Takeyasu to include remote control device for enabling (1) input of television channel selection, (2) input of television volume control (inherent in remote control device), including (4) a selection input by said television viewer of said television advertisement picture signal displayed on said active television apparatus as taught by Allport for the benefit of controlling the television device and at the same extracting additional information of interest, thereby eliminating the need for an additional remote control device when watching television.

Regarding claim 4, Takeyasu, in view of Kennedy, in view of Allport teaches the remote control of claim 3, in addition Takeyasu teaches a device wherein said set of communications instructions executed by said television viewer include:

(i) retrieval by said television viewer and display on said display in said device of said teletext advertisement contact data block for an advertisement displayed on said active television apparatus (Para. 0031, ll. 22-31);

(ii) retrieval by said television viewer and display on said display in said device of said teletext advertisement contact data block stored in said active television apparatus first memory (102) of a television advertisement picture signal previously displayed on said active television apparatus (Para. 0031, ll. 22-31; Para. 0034, ll. 1-7 (currently displayed renders previously displayed obvious see also that selection is made from list));

(iv) retrieval by said television viewer of said teletext advertisement contact data block stored in said active television apparatus first memory of a television advertisement picture signal currently displayed on said active television apparatus (Para. 0034, ll. 1-7; Para. 0032).

Takeyasu, in view of Kennedy, are silent on (iii) selection and deletion by said television viewer of teletext data stored in said first memory in said active television apparatus (Note: Applicant's specification is silent on deletion from the active television memory, however, memory management in the remote control can be extended to any other device for example television).

Allport teaches selection and deletion by said television viewer of teletext data stored in said first memory in said active television apparatus (figure 2, label 135; col. 20, ll. 45-58).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings Takeyasu, to include selection and deletion by said television viewer of teletext data stored in said first memory in said active television apparatus as taught by Allport for the benefit of controlling the television device and at the same extracting additional information of interest, thereby eliminating the need for an additional remote control device when watching television.

Regarding claim 5, Takeyasu, in view of Kennedy, in view of Allport teaches the remote control of claim 3, in addition Takeyasu teaches a device wherein said set of communications instructions executed by said television viewer include:

(v) retrieval by said television viewer and display on said display in said remote control device of said teletext advertisement contact data block stored on-demand by said television viewer in said third memory in said remote control device (Para. 0016, ll. 1-7);

(vi) transmission of said retrieved teletext advertisement contact data block, on-demand by said television viewer to said third electronic device from said remote control device (Para. 0031, ll. 22-31).

Takeyasu, in view of Kennedy, in view of Allport are silent on (vii) selection and deletion by said television viewer of said teletext advertisement contact data block stored on-demand by said television viewer in said third memory in said remote control device.

Allport teaches selection and deletion by said television viewer of said teletext advertisement contact data block stored on-demand by said television viewer in said third memory in said remote control device (figure 2, label 135; col. 20, ll. 45-58).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings Takeyasu, to selection and deletion by said television viewer of said teletext advertisement contact data block stored on-demand by said television viewer in said third memory in said remote control device as taught by Allport for the benefit of controlling the television device and at the same extracting additional information of interest, thereby eliminating the need for an additional remote control device when watching television.

Regarding claim 8, Takeyasu, in view of Kennedy, in view of Allport, teaches the third electronic device in claim 5 (Takeyasu laptop, figure 1), in addition a third electronic device being selected from the group consisting of a telephone, a computer, a personal digital assistant device and a television set-top box, and wherein said third electronic device comprising an electronic device other than said first electronic device and said second electronic device (laptop figure 1; cellular phone figure 4, label 3).

Regarding claim 12, Takeyasu, in view of Kennedy in view of Allport teach claim 3, in addition Takeyasu teaches the wireless transceiver circuit being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit (figure 2, label 103).

Regarding claim 13, Takeyasu in view of Kennedy, in view of Allport teaches everything as in claim 3.

Regarding claim 14, Takeyasu in view of Kennedy, in view of Allport teaches the method of claim 13, in addition Takeyasu teaches the method comprising additional steps, executed by said television viewer, of (f) selecting by said television viewer a specific teletext advertisement contact data block stored in said first memory means in said active television apparatus and transmitting said teletext advertisement contact data block (Para. 0031, ll. 22-31) to said remote control device (Allport, figure 2); storing (g) storing by said television viewer said transmitted teletext advertisement contact data block in said third memory means in said remote control device (Para. 0031, ll. 5-7, 22-31); (h) navigating by said television viewer said first memory means in said active television apparatus using an input means on said remote control device (Para. 0016, ll. 1-7); and (i) displaying by said television viewer said teletext advertisement contact data block, stored in said first memory means in said active television apparatus, on said active television apparatus display using said remote control device (Para. 0031, ll. 22-31).

Regarding claim 15, Takeyasu, in view of Kennedy, in view of Allport teaches the method of claim 14, in addition Takeyasu teaches the method comprising additional steps, executed by said television viewer, of: (j) displaying by said television viewer said teletext advertisement contact data block, stored on-demand by television viewer in said third memory means (Para. 0016, ll. 1-7; Para. 0031, ll. 22-31) in said remote control device on a second display means (204) on said remote control device (Allport , figure 2

(Allport is relied on for remote control device)); (k) navigating by said television viewer said second third memory means in said remote control device (Allport col. 12, ll. 49-67; col. 20, ll. 45-58) using said input means on said remote control device (Para. 0016, ll. 1-7); (l) displaying by said television viewer on said active television apparatus said teletext advertisement contact data block selected on demand by said television viewer, in said second third memory means (Para. 0016, ll. 1-7) in said remote control device (Allport , figure 2; col. 12, ll. 49-67; col. 20, ll. 45-58), using said input means in said remote control device (Allport col. 12, ll. 49-67; col. 20, ll. 45-58; Takeyasu Para. 0017, 0032); (m) using by said television viewer said teletext advertisement contact data block stored on-demand by said television viewer in said third memory means in said remote control device (Allport col. 12, ll. 49-67; col. 20, ll. 45-58; figure 2) to contact a representative of said television advertisement, using a third electronic device over a network means (Para. 0017, 0032; Para. 0016, ll. 1-7 (over telephone network for example)).

Regarding claim 16, Takeyasu, in view of Kennedy, in view of Allport teaches the method of claim 15, in addition Takeyasu teaches third electronic device being selected from the group consisting of a telephone, a computer (Laptop, figure 1), a personal digital assistant device and a television set-op-box, set-top box; and wherein said third electronic device comprising an electronic device other than said first electronic device (laptop is not the telephone or the television figure1) and said second electronic device; and wherein said network means being selected from the group consisting of an internet and a public telephone network (PSTN, figure 2).

Regarding claim 17, Takeyasu, in view of Kennedy, in view of Allport teaches the method of claim 13, in addition Takeyasu teaches the television signal being selected from the group consisting of a cable television signal, a satellite television signal and a broadcast television signal (figure 2, cable).

Regarding claim 23, Takeyasu, in view of Kennedy, in view Allport teaches the method of claim 3. In addition Takeyasu teaches wherein said teletext advertisement contact data block comprises a first tag marking a start of said teletext advertisement contact data block, and a second tag marking an end of said page-of teletext advertisement contact data block wherein said first tag and said second tag uniquely distinguishing said teletext advertisement contact data block from said other teletext data (tags are inherent to differentiate one contact information from another-see list Para. 0031, ll. 22-31; Para. 0016, ll. 1-7).

Regarding claim 24, Takeyasu, in view of Kennedy, in view Allport teaches the method of claim 13. In addition Takeyasu teaches wherein said teletext advertisement contact data block comprises a first tag marking a start of said page of teletext advertisement contact data block, and a second tag marking an end of said teletext advertisement contact data block wherein said first tag and said second tag uniquely distinguishing said teletext advertisement contact data block from said other teletext data (tags are inherent to differentiate one contact information from another-see list Para. 0031, ll. 22-31; Para. 0016, ll. 1-7).

Claims 18, 20-21, are rejected under 35 U.S.C. 103(a) as being unpatentable over Takeyasu, in view of Kennedy, in view of Allport, in view of Tognazzini (US Patent 5,708,478).

Regarding claim 18, Takeyasu, in view of Kennedy, in view of Allport teaches the method of claim 13.

Takeyasu, Kennedy and Allport are silent on wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer.

Tognazzini teaches a method wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer (Abstract).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Takeyasu to include wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer as taught by Tognazzini for the benefit of obtain a hard copy of advertiser contact information extracted from a television signal.

Regarding claim 20, Takeyasu, in view of Kennedy teaches the method of claim 1.

Takeyasu, Kennedy are silent on the television apparatus wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer.

Tognazzini teaches a television apparatus wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer (Abstract).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Takeyasu to include a television apparatus wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer as taught by Tognazzini for the benefit of obtain a hard copy of advertiser contact information extracted from a television signal.

Regarding claim 21, Takeyasu, in view of Kennedy, in view of Allport teaches the method of claim 3.

Takeyasu, Kennedy and Allport are silent on wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer.

Tognazzini teaches a method wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer (Abstract).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Takeyasu to include wherein said selected teletext advertisement contact data block is transmitted and printed on a printing device by said television viewer as taught by Tognazzini for the benefit of obtain a hard copy of advertiser contact information extracted from a television signal.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANTHONY BANTAMOI whose telephone number is (571)270-3581. The examiner can normally be reached on 8am-5pm Monday-Friday (Off every other Friday).

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Andrew Koenig can be reached on (571)2727296. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/ANTHONY BANTAMOI/
Examiner, Art Unit 2423

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Supervisory Patent Examiner, Art Unit 2423